

possible, it is not the desired route. Rather, any attempt should aim to raise an individual to the level of the current *ideal type*, thereby becoming the *new ideal type*, without particular regard to the composition of the *ideal type* which is to be replaced.

To the uninitiated, *ideal types* appear as static realities. That is, a current *ideal type* appears as an unalterable social law. But this appearance is an illusion serving to support the power of the current *ideal type*. In reality, *ideal types* are matters of position within the Root Social Matrix; whoever or whatever holds the correct position within the Root Social Matrix becomes the new *ideal type*.

For example, the dominant social meme among the youth of America might be *->rap is the coolest form of music<-*. To the uninitiated this might appear as a static truth, i.e. rap will always be the hippest music and any music which is not rap cannot be the coolest music. Anyone who holds such beliefs would be under the power of the *rap music ideal type dominant meme*. But, if in five years a new variety of music, which in this case will be fictitiously labeled *->Future Jazz<-*, rises to become the dominant meme among the youth of America, it will become the *new ideal type* representing the coolest music, which again will be seen as an unalterable social law by the uninitiated.

Ideal types are not based upon social truth, except in the sense that the power they hold over the masses is real. *Ideal types* are never static; though they can hold power for as long as the memetic structure of which they are created can dominate the sociocultural sphere. But it is absolutely essential to understand that *ideal types* are not static truths or laws, they can always be changed by proper manipulation of the fabric of the Root Social Matrix. Such an understanding is essential if an individual wishes to make major changes in the Root Social Matrix. Even the most entrenched ideas can be uprooted and replaced by new ideas. For example, if a Memetic Magician properly manipulated the Root Social Matrix, he could cause United States society to believe that manly men wore

pink or womanly women wore blue, or short players were most suited to play center on basketball teams. These are some rather innocuous examples, but when taken to extremes it should quickly be noted how much power over society an individual would have if a powerful *ideal type* could be dethroned and replaced with a fashioned *ideal type*. The dominant religion or political structure in any society is no more than a firmly entrenched *ideal type* (a firmly entrenched dominant meme), and all *ideal types* can be changed.

An individual with the power to raise objects (whether ideals, thought viruses, or cultural artifacts) to the level of an *ideal type* has the power to transform societies, nations, and therefore the world, according to will.

Memetic Magickal Grand Works

Herein shall be described the four Grand Works of greater Memetic Magick. A brief study of history will reveal that historical figures have, on rare occasions, accomplished at least the first three of the works listed. Such historic occasions have led to tremendous alteration in human sociocultural systems which noticeably affected the lives of all human beings. The four Grand Works of greater Memetic Magick are listed in order of their importance.

Grand Work #1: Self-Evolution through the Creation of and Immersion into the Proper Sociocultural Matrix

The first Memetic Magickal grand work is not a Grand Work as such. But it is listed within the Grand Works subsection because it is the single absolutely essential work without which none of the other works are possible.

Self-Evolution through the creation of and immersion into the proper sociocultural conditions can lead to self-evolution far beyond the development of the eyes, if the same general principals underlying the ritual *Of the Opening of the Eyes* are applied and manipulated correctly to sociocultural matrixes as a whole. Since conscious minds are primarily memetic creations, spontaneous